

“This Girl Can” (TGC)

Sport England, an Arm’s Length Body of the Department for Digital, Culture, Media and Sport (DCMS) which promotes sport and physical activity, launched a behaviour change media and information campaign in 2015, to get more women physically active and help narrow the participation gender gap. TGC aims to encourage women and girls to get active, regardless of shape, size and ability and uses ‘real women’ doing the sport they normally do in places they normally do it.

The most recent campaign and TV advert was launched on 17 January 2020. This advert moves beyond covering the emotional and practical barriers that might stop women from being active, to tackle head on the societal barriers that can prevent women from feeling like they can join in, such as periods and the menopause.

| provide more details on the initiative below: | | |
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| Objective(s): | indicate which, if any, of the following fell among the main objectives of the initiative: | |
| | <ul style="list-style-type: none"> ● Ensuring that no one is left behind | <ul style="list-style-type: none"> ● Eradicating poverty and promoting prosperity in a changing world |
| | <ul style="list-style-type: none"> ● Transformation towards sustainable and resilient societies | <ul style="list-style-type: none"> ● Empowering people and ensuring inclusiveness and equality |
| | <ul style="list-style-type: none"> ● Research development, data collection and/or data dissemination | <ul style="list-style-type: none"> ● Preventing and fighting corruption in sport |
| | <ul style="list-style-type: none"> ● Conflict prevention/peace building | <ul style="list-style-type: none"> ● Strengthened global framework on sport for development and peace |
| | <ul style="list-style-type: none"> ● Policy development for mainstreaming and integrating sport for development and peace in development programmes and policies | <ul style="list-style-type: none"> ● Resource mobilization, programming and implementation |
| | <ul style="list-style-type: none"> ● Research, monitoring and evaluation | <ul style="list-style-type: none"> ● Other (please specify) |
| Implementation mechanisms: | <p>The campaign was based on a huge amount of insight carried out primarily by Sport England and Women in Sport (the UK charity which promotes sport opportunities for women). For example, 75% of women said they wanted to do more sporting activities or exercise, but one of the unifying barriers found to be holding them back was fear of judgement.</p> <p>The campaign has used online, televised, digital and physical forms of advertising often in connection to other major events. For example, a “New Year - New You” message and International Women’s Day.</p> | |

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| Target Audience(s): | The campaign is aimed at getting more women aged 14-60 physically active in order to help narrow the gender gap in the number of individuals regularly taking part in sport and being physically active. |
| Partners/Funding: | The main partners in this initiative are Sport England and the Department for Digital, Culture, Media and Sport. By 2021, Sport England will have invested £27m in the TGC campaign. |
| SDG Alignment: | SDG 5 - Achieve gender equality and empower all women and girls |
| Alignment with global frameworks: | <p>Kazan Action Plan Objective 7 - II.6 Advance gender equality and empower all women and girls 1.5 Enforce gender equality 1.7 Foster empowerment and inclusive participation</p> <p>WHO Global Action Plan Strategic Objective 1 Active Societies TGC aligns with Objective 1.1, which calls for best practice communication campaigns to heighten awareness of the benefits of physical activity. Strategic Objective 3 Create Active People TGC also aligns with Objective 3.5, which has the aim of increasing the opportunities for physical activity in the least active groups, such as girls and women.</p> |
| Outcomes: | TGC has already had an impact, with 3.5 million women and girls being inspired to get active by the campaign. |
| Mechanism for monitoring and evaluating implementation: | The main mechanism of monitoring the impact of the TGC campaign is through Key Performance Indicators (KPIs) which measure levels of activity and inactivity for women and girls as well as levels of confidence and belonging when it comes to being active. KPIs for levels of activity were developed on Sport England Active People definitions. |